

Dr. Asad Ahmad

PhD, PGDLAMM, MBA, B.A (Communicative English)

Email: asadahmad@jamiahamdard.ac.in

Phone: (M) +91-8791248131

asad7babar@gmail.com

AREA OF INTEREST

Business Communication; Marketing; Internet Marketing; Consumer Behavior; Circular Economy; Personal Branding

SUBJECTS TAUGHT

MBA- Marketing Management; Essentials of Communication and Personality Development; Product Management; Internet Marketing

BBA- Marketing Management; Business Communication; Managing Tourism Services

EMPLOYMENT DETAILS

- **Assistant Professor** in the Department of Management, Jamia Hamdard University, New Delhi (**June, 2018- Present**)
- **Guest Teacher** in the Department of Business Administration, AMU Kishanganj Centre from **August, 2017 to May, 2018**.
- Worked in the promotion of a *student-parents-institution* interface mobile application “**BUCKKUP**” **March to December, 2017**.
- Worked as a faculty and student counselor in National Competitive Academy, Aligarh from **September, 2013 to July 2017**. (**Taught business studies and reasoning to senior secondary students and have also offered academic guidance and support to over 1000 students**).
- Worked as an Executive Trainee in Trade Marketing department of **IFFCO (UAE)** from November 2012 till March 2013.

PROJECTS & FUNDINGS

- A fund of **Rs. 23,00,000** awarded by ICSSR under the Collaborative Research Projects on Vision Viksit Bharat@2047. **2024-25**
- A fund of **Rs. 10,00,000** awarded by ICSSR under the Short Term Empirical Research Project (Collaborative). **2023-24**
- A fund of **Rs. 2,00,000** awarded by ICSSR to organize a Conference. **2022**

CITATIONS

- Scopus- **418** ResearchGate- **642** Google Scholar- **1005** **as of December 8, 2024**

MAJOR PUBLICATIONS

- Exploring Consumer Purchase Aversion amid Israel-Palestine War: A comparative Study of Consumers in India and GCC Countries, Journal of Islamic Marketing (**ABDC-B; Scopus, IF= 3.5**) (**Accepted**)
- Academic Writing in the Age of AI: Comparing the Reliability of ChatGPT and Bard with Scopus and Web of Science, Journal of Innovation & Knowledge 9 (2024) 100563. (**ABDC-A; Scopus Q1, IF= 15.6**)
- Factors Determining Curtailment Behaviour of Youths: Moderating Role of Government Policies. Frontiers in Psychology, 15, 1332422, (2024). (**Scopus Q1; IF= 3.8**)
- Factors influencing the intention to purchase health insurance: a study of Indian tobacco and alcohol consumers. Frontiers in Public Health, 12, 1332511, (2024) (**Scopus Q1; IF= 5.2**)
- Online impulse buying: a cross-cultural perspective- International Journal of Retail and Distribution Management (2023). (**ABDC-A; Scopus Q1; IF=5.5**)

- Consumer Adoption of Online Food Delivery Services: Scale Development and Validation- Journal of Foodservice Business Research. (2023). (ABDC-C; Scopus Q2)
- Why do Academics Share Knowledge? A Study of Higher Education Institutions in India- Frontiers in Psychology (2023). (Scopus Q2; IF= 3.8)
- Food-leftover sharing intentions of consumers: An extension of the theory of planned behavior. Journal of Retailing and Consumer Services, 73, 103328 (2023). (ABDC-A; ABS - 2; Scopus Q1; IF=10.97)
- The State of Research in Green Marketing: A Bibliometric Review from 2005 to 2022. Sustainability, 15, 2988(2023). (SSCI, Scopus, Q1, IF- 3.8)
- Sustainable Behavior with Respect to Managing E-Wastes: Factors Influencing E-Waste Management among Young Consumers. *International Journal of Environmental Research and Public Health*, 20(1), 801(2023). (SSCI, Scopus, Q1, IF- 4.6)
- OdorTAM: Technology Acceptance Model for Biometric Authentication System Using Human Body Odor. *International Journal of Environmental Research and Public Health*, 19(24), 16777 (2022). (SSCI, Scopus, Q1, IF- 4.6)
- Consumer lifestyles and ecological behavior: A study of car buyers in India. *Business Strategy and Environment* (2022). (Scopus, Q1, ABDC A, IF- 13.4).
- Socio-environmental considerations and organic food consumption: An empirical investigation of the attitude of Indian consumers. *Food Quality and Preference* (104604) (2022). (Scopus, Q1, ABDC A, IF- 5.65)
- Investigating Factors Affecting Intention to Use Government Websites for Covid-19 Related Information: An Empirical Study. *International Journal of Electronic Government Research*, 16(2), 60-74 (2020). (Scopus, Q2, ABDC-C, IF- 1.2)
- Predicting attitude of young Indian consumers toward brand pages over social media: A structural equation modeling approach. *Journal of Public Affairs*, 20(3), e2093 (2020) (Scopus, Q2, ABDC-B, IF- 2.6)
- Employer Branding Aids in Enhancing Employee Attraction and Retention. *Journal of Asia-Pacific Business*, 21(1), 27-38 (2020) (Scopus, Q3, ABDC-C)
- Lifestyles concepts and ecological behavior: An empirical study in India. *Serbian Journal of Management*, 14(2), 405-419 (2019) (Scopus, Q3, SCOPUS)
- Advertising on Social Networking Sites (SNSs): Exploring the Gender Differences “. *Pacific Business Review International*, 11(3), 115-121 (2018) (ESCI)
- Students seeking health-related information over internet: an empirical study. *Journal of Health Management*, 19(2), 352-367 (2017). (Scopus, Q3, IF- 2.3)
- Exploring the use of internet by university students for seeking health related information. *Interactive Technology and Smart Education*, 14(4), 279-295 (2017). (Scopus, Q2, IF- 4.4)
- Examining the role of consumer lifestyles on ecological behavior among young Indian consumers. *Young Consumers* (2017), 18(4), 348-377. (Scopus, Q1, ABDC- B, IF- 3)
- Exploring the role of website quality and hedonism in the formation of e-satisfaction and e-loyalty. *Journal of Research in Interactive Marketing*, 11(3), 246-267 (2017). (Scopus, Q1, ABDC- B, IF- 8.2)
- Developing a website service quality scale: A confirmatory factor analytic approach. *Journal of internet Commerce*, 16(1), 104-126 (2017). (Scopus, Q1, ABDC-B, IF- 4.3)
- Consumer's perception of website service quality: An empirical study. *Journal of Internet Commerce*, 15(2), 125-141 (2016). (Scopus, Q1, ABDC-B, IF- 4.3)
- Mapping online buyer behavior: A critical review of empirical studies. *Pacific Business Review International*, 8(2), 37-48 (2015). (ESCI)

PAPERS UNDER REVIEW

-
- Accepting paper-based QR tickets by phasing out reusable plastic tokens: A Wise Move?

- Conceptualizing antecedents and consequences of greenhushing: The consumer perspective
- Unraveling EV Adoption intentions: Do government incentive policies matter?
- Sustainability in Metaverse: Will negative perceptions impact adoption intention?
- "'Informers" or "Entertainers": Effect of social media Greenfluencers on consumers' sustainable consumption"
- The Mobile Shopping App is Good, What About the Personality of Delivery Person? A PLS-SEM and NCA Study on Adoption and Recommendation.
- How Satisfied I am Using Mobile Wallets? The nexus between MSQual, Hedonism and Satisfaction
- Online Buying of Green Cosmetics: Trust and Celebrity Endorsement as Moderator

CONFERENCES/WORKSHOPS ORGANIZED

- *Two Week Workshop on "The Manifestation of Leadership for Mentees." (5th-11th & 19th-27th November, 2024)- Coordinator*
- *Two Day International Conference on Sustainability and Digitalization (12th-13th November, 2024)- Convener*
- *Two Week Workshop on "Manifestation of HR Practices through Mentoring." (16th – 30th November, 2023)- Coordinator*
- *Two Week Induction cum Orientation Program for MBA 2023-25 Batch (21st August- 1st September 2023- Coordinator*
- *Two Day International Conference on Sustainability and Digitalization (28th-29th September, 2022)- Convener*
- *One Week Faculty Development Programme in Collaboration with ATAL (13th-17th December, 2021)- Coordinator*
- *One Week Faculty Development Programme in Collaboration with ATAL (7th-11th December, 2021)- Coordinator*
- *Two Days Workshop on Karvy-SEAL (Student Engagement & Applied Learning) program (28th - 29th January, 2019)- Coordinator*
- *A Half day workshop on Managing Research for Effective Outcome (4th August, 2018)- Coordinator*

RESOURCE PERSON

- *External Examiner at Department of Management, Paari School of Business, SRM University AP on 16th May, 2024.*
- *External Examiner at Sharda School of Business Studies, Sharda University on 25th November, 2023.*
- *Resource Person in a Two Week Research Methodology Workshop, Department of Management, Jamia Hamdard, New Delhi on 20th of October, 2023.*
- *Session Chair in an International Conference on Insights in Marketing (ICIM) organized by Rajagiri Business School on 4th February, 2023*
- *Session Chair in an International Conference organized by Aligarh Muslim University Murshidabad Centre on 2nd June, 2022*
- *Resource Person in a One Week Faculty Development Programme in Collaboration with ATAL (13th-17th December, 2021)*
- *Resource Person in a Two-Week Entrepreneurship Awareness Programme conducted from 15th to 25th of March, 2021*

POSTS HELD

- *Member of the Departmental Conference, Seminar & FDPs Committee, Since January, 2024*
- *President, University Football Club, Jamia Hamdard. Since January 2024*

- **Member of the Departmental Disciplinary Committee**, Department of Management, School of Management and Business Studies, Jamia Hamdard, Since November 2022
- **Member of the Core Committee**, School of Management and Business Studies, Jamia Hamdard, January 2021-September 2022
- **Class Coordinator Bachelor of Business Administration**, Department of Management, Jamia Hamdard, Since August 2019
- **Faculty in Charge (Placement)**, Department of Management, Jamia Hamdard, Since November 2018
- **Faculty In-charge – Attendance**, Aligarh Muslim University Kishanganj Centre, session 2017-2018
- **Warden – Dining Hall**, Aligarh Muslim University Kishanganj Centre, session 2017-2018
- **Faculty In-charge – Public Relations** for a 2 day workshop on ‘Professional Communication Skills held at Aligarh Muslim University Kishanganj Centre, on 6th and 7th November, 2017

AWARDS/FELLOWSHIPS

- **Jamia Hamdard Certificate of Recognition** for citations, 28th of February, 2024.
- **Jamia Hamdard Certificate of Recognition** for publication in high impact journal, 28th of February, 2023.
- **University Medal** (B.A Communicative English (2007-2010)
- **UGC Senior Research Fellowship**, January, 2016
- **UGC Junior Research Fellowship**, June 2013
- **UGC Maulana Azad National Fellowship for Minority Students**, 2013-2014

BEST PAPER AWARDS

- Best Paper Award at the 1st International Conference on Sustainability and Digitalization, 2022)
- Third Best Paper Award at 7th IIMA Conference on Marketing in Emerging Economies, 2017
- Best Paper Award at an International Conference organized by Sri Guru Gobind Singh College of Commerce, Delhi University, 2016

PhD SUPERVISION

- **Ms Sheenam Ayyub**- Exploring Sustainability in Consumer Behavior: An Empirical Study (**Awarded**)
- **Ms Rajshree Yadav (Co-Supervisor)**- A Study of Factors Affecting ICT Adoption Behaviour in Rural Population and Post Adoption Impact on Lifestyle (**Awarded**)

REVIEWER

Have been a reviewer of several journals of repute under Elsevier, Emerald, Taylor and Francis, Sage, Inderscience and Springer like: *International Journal of Retail and Distribution Management; Journal of Cleaner Production; Journal of Retailing and Consumer Services; Transforming Government: People, Process and Policy; Journal of Food Products Marketing; Heliyon, Journal of Research in Interactive Marketing; Journal of Internet Commerce, International Journal of Tourism and Research; Journal of Global Marketing; Journal of Public Affairs; Behavior & Information Technology; International Journal of Electronic Marketing and Retailing; International Journal of Supply and Operations Management; Journal of Service Science Research; Vision*

PAPERS PRESENTED IN CONFERENCES

Have presented research findings in National and International conferences organized by institutions like *IMRA (UK), IIM Bangalore, IIM Ahmedabad, IIM Rohtak, IIT Roorkee, TAPMI MAHE, MDI Delhi, IMI New Delhi, NIT Srinagar, NIT Hamirpur, Aligarh Muslim University, Jamia Millia Islamia, Delhi University, FIIB, Royal University of Bhutan, Integral University and Doon Business School.*

WORKSHOPS ATTENDED

- Faculty Development Programme on Entrepreneurship, Incubation and Innovation organized by Teaching Learning Centre (TLC), Ramanujan College

- ARPIT Course for Career Advancement Scheme (CAS) promotion Online Refresher Course In Management
- Three Week Orientation Programme organized by UGC HRDC Jamia Millia Islamia, New Delhi.
- Two Week Course on Research Evolution in Social Sciences for Scholars of SAARC Countries organized by SAARC Documentation Center New Delhi
- National Workshop on Research Methodology with SPSS organized by LNIPE Gwalior.
- Workshop on Research Methodology in Social Sciences organized by ICSSR & Department of Geography, AMU.

HOBBIES

- Reading Books
- Doodling with Pen
- Photography
- Playing Football and Cricket

COMPUTER PROFICIENCY

- Comfortable with MS-Word, MS-PowerPoint, MS-excel.
- SPSS
- AMOS

PERSONAL DOSSIER

Date of Birth : 25th, April 1989
Marital Status : Married
Nationality : Indian
Sex : Male
Address : Village- Suhia, Post- Manora, Dist- Uttar Dinajpur, 733209, West Bengal, India.
Languages Known : English, Hindi, Urdu and Bengali